

5. INVESTMENT OPPORTUNITIES SUMMARY

| BUSINESS FIELDS | AMOUNT NEEDED | REQUIRED FUNDS PER BUSINESS FIELD | TOTAL REQUIRED FUND PER BUSINESS FIELD CATEGORY |
|--|---------------|-----------------------------------|---|
| THREE STAR HOTEL | 1 | IDR 44 Billion | IDR 44 Billion |
| RESTAURANT | 1 | IDR 5 Billion | IDR 5 Billion |
| CAFE | 1 | IDR 2.5 Billion | IDR 2.5 Billion |
| TOTAL REQUIRED FUND IN THE REGION (EXCLUDING LAND LEASE, LICENSE AND PERMIT) | | | IDR 51.5 Billion |



KHAYANGAN HILL



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SUNGAI PENUH CITY
 JAMBI PROVINCE



AN INVITATION TO INVEST IN TOURISM DEVELOPMENT IN :



**Indonesia
 Tourism
 Invitation**





WELCOME TO THE REPUBLIC OF INDONESIA
THE LAND OF SMILES....
PRESENTING:
SUNGAI PENUH CITY, JAMBI PROVINCE

OUR MISSION ARE :

- 1) Recognize and promote the locations of great natural beauty and social diversity as tourist destinations;
- 2) Inform international and domestic investors, developers, operators, and visitors about development potentials in these areas;
- 3) Guide investors towards the comprehensive investment services offered by the Ministry's partners, including the Indonesia Investment Coordinating Board.



1. ABOUT SUNGAI PENUH CITY



GEOGRAPHY

Capital City : Sungai Penuh
Time Zone : WIB (UTC+7)
Coordinate : 2° 3' 32" S, 101° 23' 29" E
Area Width : 39.150 km2
Borders :
North : Kerinci Regency
West : Kerinci Regency and West Sumatera Province
South : Kerinci Regency and Merangin Regency
East : Kerinci Regency and Merangin Regency
Air Temperatur : 17 °C – 29 °C
Relative Humidity : 40%



INFRASTRUCTURE

Transportation

The main transportation in Sungai Penuh City is by land transport, supported by a good quality of roads that connect through the neighboring regencies.

Telecommunication

Sungai Penuh City is supported by an adequate telecommunication facilities, both mobile and phone network are available.

Energy

The main source of energy in Sungai Penuh City comes from the National Electric Company.



DEMOGRAPHICS

Population : 82.293
Density : 210,2 /km2



ECONOMY

Sungai Penuh City acts as the trade centre for its surrounding regencies. The city relies heavily on the service sector and the trade, hotel and restaurant sector as its main economy.



ATTRACTION

Sungai Penuh City depends on the shop and trade sector as its main tourist attractions. The city has become a shopping centre for the neighbouring cities and regencies. There are also several nature based tourist attractions located in the city area, namely the Khayangan Hill, Flower Park and the Sen Tiong Hill.



ACCESSIBILITIES

Sungai Penuh City is relatively easy to reach by both domestic and international tourist. The main entry is from the Sultan Thaha Syaifuddin International Airport that is located in the Jambi city, tourists may continue to travel by taking the domestic flight from the Sultan Thaha Syaifuddin International Airport to the Depati Parbo Airport that is located in the Kerinci Regency, about 7 Km to the south east of the Sungai Penuh City.



3. REGIONAL TOURISM POLICY



TOURISM POSITION ON REGIONAL DEVELOPMENT

Tourism has become one of the main priority sector for development by the local government. The government and the community have fully aware of the Sungai Penuh City tourism resources and it's potential for economic contribution through tourism development. They are welcoming investors that are willing to cooperate not only on developing more tourism attraction and facilities but also to develop in all of tourism aspects of Sungai Penuh City.



REGIONAL TOURISM DEVELOPMENT OBJECTIVE

The tourism development at the Sungai Penuh City must be implemented in compliance with the following principles:

1. Community based tourism
Maintain the involvement of the local community and the stakeholders on every tourism development activities
2. Sustainable tourism
Continuous improvement and preservation of the environmental, cultural and community aspects of tourism development
3. Cultural preservation
Implement and integrate the local culture elements on all of the tourism development activities
4. Collaborative cooperation between stakeholders
Cooperate and accommodate all of the stakeholder's aspirations

4. INVESTMENT OPPORTUNITIES



■ KHAYANGAN HILL

Coordinate : S 02°06'37,04" E 101°23'18,42"

- 1) Location Width : 3 Ha
- 2) Owner : Local Government
- 3) Tourism Business Opportunities (including the investment code of the Standard Classification of Indonesian Business Fields for Tourism):
 - a. 1 unit of Three Star Hotel (5511) with 80 rooms.
 - Estimated required initial funds: IDR 44 Billion (Excluding land lease, license and permit fees)
 - b. 1 unit of Restaurant (56101)
 - Estimated required initial funds: IDR 5 Billion (Excluding land lease, license and permit fees)
 - c. 1 unit of Café (56303)
 - Estimated required initial funds: IDR 2.5 Billion (Excluding land lease, license and permit fees)

- 4) Available cooperation
The Investors are encourage to invest in collaboration with the Local Government through the following cooperation:
 - a. Build, Operate and Transfer (BOT)
 - b. Joint Venture
 - c. Any agreeable cooperation form
 - Estimated required initial funds: IDR 5 Billion (Excluding land lease, license and permit fees)
 - c. 1 unit of Café (56303)
 - Estimated required initial funds: IDR 2.5 Billion